

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Distribution

**DATE:** March 18, 1994

**FROM:** Marian Halpern

**SUBJECT:** BRAND X RESEARCH

The Brand X Research scheduled for 3/28-3/30 in Phoenix will be conducted at:

Fieldwork Phoenix  
7776 Pointe Parkway West  
Suite 240  
Phoenix, AZ 85044  
(602)438-2800

Directions to the facility are attached.

The research schedule is as follows:

Monday, 3/28

4:00 p.m. Marlboro, 18-24 year olds  
5:00 Discount, 18-24  
6:00 Camel, 18-24  
7:00 Discount, 25-34  
8:00 Marlboro, 25-34

Tuesday, 3/29

4:00 p.m. Camel, 18-24 year olds  
5:00 Discount, 25-34  
6:00 Marlboro, 18-24  
7:00 Discount, 18-24  
8:00 Camel, 25-34

Wednesday, 3/30

4:00 p.m. Camel, 18-24 year olds  
5:00 Discount, 18-24  
6:00 Camel, 25-34  
7:00 Marlboro 25-34

Please let me know if you have any questions.

Distribution

D. Beran  
C. Cohen  
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P. Fernandez  
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N. Lund  
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*Marian*

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